

This Special Offer Is Open to You If You Give Christmas Gifts

**Place \$1.00 in the enclosed
Envelope and Receive a \$4.90
Desk Diary by Return Mail!**

PULL
HERE

29 T. NELSON SYSTEMS CONSUL.
BOX 1546
POUGHKEEPSIE, N.Y.
12603



If your firm follows the custom . . .

. . . of giving Christmas gifts in the \$5.00 and under category . . . I have a unique gift I would like to send you for a token charge of \$1.00.

Naturally everyone feels his item is unique. But we base our claim of uniqueness upon some rather surprising figures. The item - called The EXECUTIVE PLANNER - has never been nationally advertised. Yet, here is the pattern of increased usage over the past five years:

1962 - 42%; 1963 - 46%; 1964 - 51%; 1965 - 64%; 1966 - 73%

And these growth figures are perhaps best explained by the fact that once a firm selects the EXECUTIVE PLANNER as a Christmas gift . . . their gift problem is solved for years to come. For example: one out of every two firms who first selected the EXECUTIVE PLANNER as their gift in 1965 bought again in 1966. Two out of three who bought two years in succession repeated the third year. And 7 out of 10 who bought three years in succession bought for the fourth consecutive year!

So the EXECUTIVE PLANNER seems to have the magic ingredients we all look for in a gift item: It is used day in, day out - year in, year out. The giver enjoys maximum goodwill every day of the year!

As I say, if you follow the custom of giving Christmas gifts in the \$5.00 and under category, I want to send you an EXECUTIVE PLANNER right now. Even if you do not select this unique item as your gift this year . . . we are confident it will merit a prominent place on your desk for your own personal use.

Simply place \$1.00 in the enclosed envelope and mail today. No salesman will call. You can't lose. And you may have your Christmas gift problem solved for years to come.

Sincerely,

James E. Dunaway

James E. Dunaway
Vice-President

JED/hh



Baldwin Cooke Company 5714 DEMPSTER STREET, MORTON GROVE, ILLINOIS 60053

MORTON GROVE, ILLINOIS 60053

To: Mr. James E. Dunaway

Enclosed is \$1.00. Please send my personal copy of the \$4.90 EXECUTIVE PLANNER. I am under no obligation to order any additional copies. But I do agree to consider the item as a Christmas gift.

Signed.....

Title.....

JAN FEB MAR APR MAY

JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY

Executive Planner

Announcing THE EXECUTIVE PLANNER FOR 1968

1968

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SEPT. AUG. JULY JUNE MAY APR. MAR. FEB. JAN.



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MONDAY
SEPTEMBER 2
LABOR DAY

TUESDAY
SEPTEMBER 3

You see a week at a glance -
with plenty of room for
notes, dates, and
appointments

WEDNESDAY
SEPTEMBER 4

1968 NOVEMBER 1968						
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1969 JANUARY 1969						
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THURSDAY
SEPTEMBER 5

FRIDAY
SEPTEMBER 6

SATURDAY
SEPTEMBER 7

SUNDAY
SEPTEMBER 8

OCT. | NOV. | DEC. | TEL. ADDRESSES | USEFUL INFO.

The Baldwin-Cooke EXECUTIVE PLANNER

The Desk Diary Top Executives Prefer

Today's modern executive gets things done because he is organized. The EXECUTIVE PLANNER is organized to the needs of the executive. It fits his needs for today, tomorrow, this week, next week . . . the months ahead.

Features preferred by top executives:

- The executive sees A WEEK-AT-A-GLANCE. All weeks are laid out with facing pages.
- Page size is just right—not too large: not too small— $6\frac{3}{4}$ " x $8\frac{3}{4}$ ".
- All entries are written on a flat surface. The Diary lies flat from the first page to the last.
- Tab indexing for every month of the year, plus an A to Z name, address and telephone index section gives the executive finger-tip reference.
- There are so many additional features: telephone area code numbers for every section of the country; automobile mileage distances between 192 principal cities; a guide to fine dining; simple interest table; domestic postal rates and information; basic weights and measures; buying power by sections and states; sources of management information; decimal equivalents.
- *Quality that makes you proud.* The EXECUTIVE PLANNER has that beautiful regal, soft feel . . . that appearance of good taste . . . embossed in 24 kt. gold. The moment you see the Diary you know it belongs on the desk of top corporation executives.

See additional features other side



THE BUSINESS GIFT THAT'S USED 365 DAYS A YEAR



YOUR FIRM NAME AND ADDRESS EMBOSSED IN 24 KT. GOLD ON THE FRONT INSIDE COVER

In keeping with the dignity and quiet good taste of the EXECUTIVE PLANNER . . . your firm name and address is embossed in 24 kt. gold on the front inside cover.

Thus, the over-all effect is remembrance advertising at its very finest. A fine gift. Suitably identified. In active use the whole year through.

As a final touch — each EXECUTIVE PLANNER you order will come to you in an individual *gift* box and corrugated mailer . . . ready for presentation, or mailing to your select gift list.

JAN. FEB. MAR. APR. MAY JUNE JULY AUG. SEPT. OCT. NOV. DEC. TEL. ADDRESSES USEFUL INFO.

YOU ARE IN GOOD COMPANY WHEN YOU USE THE EXECUTIVE PLANNER AS A CHRISTMAS GIFT!

Addressograph-Multigraph Corp.
Admiral Corp.
Aldens
Allis-Chalmers
Allstate Insurance Co.
American Can Co.
American Cancer Society
American Hospital Supply
American Machine & Foundry
American Telephone & Telegraph
Armour & Co.
Automatic Canteen
Aviation Parts & Equipment Co.
Bache & Co.
Baldwin Piano
Bay City Times
Bendix-Westinghouse
B'nai B'rith Foundation
Borden Co.
Bridgeport Brass Co.
Brockway Glass Co.
California Institute of Technology
Canada Dry Corp.
Champion Spark Plug
Chrysler Corp.
Cravens-Quillan Mortgage Co.

Coca-Cola
Columbia Pictures
Curtiss-Wright Corp.
Culligan Water Conditioner
Delco-Remy Div. of General Motors
Dow Chemical Co.
DuPont de Nemours
Encyclopaedia Britannica Films Inc.
Equitable Life Ins. Society
Ethyl Corp.
Fairmont Foods
Farmers & Merchants State Bank
Foley Tractor
Ford Motor Co.
Fuller Brush Co.
General American Transportation
General Electric
Girl Scouts of America
Goodwill Industries of America
Goodyear Tire & Rubber
Greenville Storage & Transfer
Harris Funeral Homes
Hertz Rent-A-Car
Hornblower & Weeks
Humble Oil & Refining

International Business Machines
International Paper
Investors Diversified Service
Johns-Manville
Kaiser Aluminum
Kelly Girl Service, Inc.
Kerner Tool & Die
Kiskis Tire Co.
La Porte Printing
Lowe Drug
Malco Hearing Aid
Marvin Music Distributors
McGinley Maintenance Co.
Michigan State Highway Dept.
Midland Pipe & Supply
Millmaster Chemical
Moore Business Forms
Motorola
Nashville Blue Print
National Cash Register
Otis Elevator
Owens-Illinois Glass
Pennsylvania R.R.
Pepsi-Cola Bottling
Pittsburgh Plate Glass
Portland Cement Assn.
Quaker Oats

Ralston Purina Co.
R. C. A.
Remington Arms
Reynolds Metals
Riebe & Riebe Grain Co.
Salvation Army
Saint Johns Valley Creamery
Schulze & Burch Biscuit Co.
Sealtest Foods
Sears Roebuck & Co.
Seven Up Bottling Co.
Sisters of Mercy
Smith Corona Merchant
S&H Green Stamps
Sorenson Paint Co.
Stanley Home Products
State Farm Ins.
Swift & Co.
J. Walter Thompson
T.W.A.
United Fund
U.S. Bureau of Mines
U.S. Naval Ammunition Depot
U.S. Steel
University of Texas
Walgreen
Weyerhauser Co.
Xerox Corp.
Y.M.C.A.



HOW TO MAKE THIS GIFT EVEN MORE PERSONAL

A special optional service is available to you this year. If you wish to *personalize* each EXECUTIVE PLANNER you give—we will emboss each unit with an *individual* name. You simply supply the list of individual names and we will emboss each in 24 kt. gold for a service fee of just 35c per unit. (The individual names will be imprinted on the lower right hand corner of the front cover.)

PRICE SCHEDULE

The prices shown here are all \$1.00 a unit less than the next lowest price book of this kind.

5 or more	\$4.90 ea.
10 or more	4.76 ea.
25 or more	4.63 ea.
50 or more	4.50 ea.
100 or more	4.35 ea.
250 or more	4.24 ea.
500 or more	4.17 ea.

Prices, fob our factory Chicago, include standard three line imprint in 24-kt. gold. Each book is packed in gift box with outer corrugated mailer.

BALDWIN-COOKE COMPANY

5714 DEMPSTER STREET, MORTON GROVE, ILLINOIS 60053